



## Weaver Sustainable Product Claims Policy

### 1. Purpose

This policy ensures that all sustainability claims made about Weaver approved products are accurate, transparent, and verifiable, preventing greenwashing and maintaining consumer trust.

### 2. Scope

This policy applies to all marketing, packaging, advertising, and communications related to Weaver approved claims across all business operations.

### 3. Principles

- **Accuracy:** All claims must be fact-based and supported by credible evidence.
- **Transparency:** Sustainability claims must be clear, specific, and avoid misleading language.
- **Verification:** Claims must be backed by third-party certifications, scientific data, or internally validated metrics.
- **Consistency:** Sustainably approved messaging must align across all platforms and reviewed lines.
- **Compliance:** All claims must adhere to relevant legal and industry standards.

### 4. Guidelines

- Use only substantiated and measurable data to support claims.
- Ensure third-party certifications or eco-labels used are legitimate and up to date.
- Avoid vague terms like “eco-friendly” or “green” without clear definitions and proof.
- Clearly disclose the environmental impact of products in a transparent manner.
- Regularly review and update sustainability claims based on new research and regulations.

### 5. Accountability

- The Sustainability champion will oversee compliance with this policy.
- Any misleading claims will be corrected promptly.
- Employees involved in marketing and data analysis will receive training on sustainable claims best practices.

### 6. Review & Updates

This policy will be reviewed annually to ensure alignment with the latest sustainability standards and best practices.